PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N Y 10017-5592 TELEPHONE (212) 880-5000

May 1, 1997

Ms. Ann Quinn
Entertainment Marketing & Communications Int'l, Inc.
24 Richmond Hill Avenue
Stamford, CT 06901

Dear Ann:

Attached please find the specifications for a proposal we are requesting for creative enhancements and management of the Virginia Slims Woman Thing Music program for 1998-99. The requirements are detailed in the attached Request for Proposal. I will be calling you Friday afternoon, May 2nd between 2:30 and 4:30PM ET to answer any questions you may have. If you should have any questions following our conversation, please contact Mary Jo Gennaro with your written questions via fax at 212/922-1462.

Please plan to come to our offices on the morning of May 21st to present your concept.

Two copies of your proposal should be sent in separate inner sealed envelope to the attention of the following individuals at 120 Park Avenue, New York NY 10017:

Ms. Mary Jo Gennaro
Manager, Event Marketing
12th floor

Mr. Brian Colby
PM USA Finance
15th floor

Proposals must be received not later than 12:00 noon on Monday, May 19, 1997 to be eligible for consideration. Information must be provided in the format described in the attached RFP.

We look forward to receiving your proposal.

Sincerely,

Deane Gross
Group Manager, Event Marketing

cc: Ina Broeman
Brian Colby
Mary Jo Gennaro

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Source: https://www.industrydocuments.ucsf.edu/docs/xfxn0004